

**Subject:** FW: Loop Installation on November 9-11  
**From:** Devin Strecker <Devin@hollywoodbid.org>  
**Date:** 08/10/2018 09:56 AM  
**To:** Rich Sarian <Rich@hollywoodbid.org>

I need to talk to you about this...

---

**From:** Angelica Tavella <angelica.tavella@ableton.com>  
**Sent:** Friday, August 10, 2018 8:04 AM  
**To:** Devin Strecker <Devin@hollywoodbid.org>  
**Subject:** Re: Loop Installation on November 9-11

Hey Devin,

I just wanted to follow up about getting your thoughts on the "Perimeter" installation. Will it be okay to have it on palm trees over the weekend, or is this something we need to contact the city about?

Thank you for your help!

Best,  
Angelica

---

**From:** Angelica Tavella  
**Date:** Thursday, July 26, 2018 at 4:41 PM  
**To:** "[Devin@hollywoodbid.org](mailto:Devin@hollywoodbid.org)"  
**Subject:** Loop Installation on November 9-11

Hey Devin,

It was good to talk to you today. I just wanted to send you over further info on this installation we'd like to put up on the weekend of Loop (November 9-11).

To get an idea of the project, please see the attached proposal, but in short this is what we are asking to do:

- Put up a small discreet system on 6 poles OR trees near the venues we are using for the event (The Montalban Theater, East West Studios, I/O Academy, and Amoeba Music)
- The systems will have a small speaker & box enclosure that will be strapped to the poles "at least two drunks high"
- The music (which will only be playing when someone is standing right in front of it) will only be audible when you are standing right next to it (a comparable dB level to what comes out of your MacBook speakers).
- Our team would put these 6 systems up on the evening of November 8th, and take them down the morning of November 12th.
- We would like to also have a temporary plaque strapped to the pole that has a short description of the musical background.
- The designated poles/ trees will not be on main streets or thoroughfares like Sunset or Vine,

but instead on side streets.

- We'd be happy to put them on trees instead of poles if that means less red tape.
- No part of the installation would require drilling, or any sort of permanent changes.

As you mentioned, I think this installation would have limited impact on the area over the course of those 3 days, so as long as nobody from your cleaning team physically took them down, perhaps it would be worth running the risk of getting shut down by the city, which sounds pretty doubtful. We're also happy to go after whatever necessary permitting makes the most sense.

I've attached a couple of photos that should give a better idea of the type of infrastructure we are thinking.

Please let me know what you think and what your advised next steps should be.

Thanks,

**Angelica Tavella**

Ableton Inc.

+1 707 287 6091

[angelica.tavella@ableton.com](mailto:angelica.tavella@ableton.com)